



CCFC CBO PROGRAM: BAY AREA REGION Q&A

FEBRUARY 7, 2002

TARGET AUDIENCES

1 Q: Is this program weighted toward areas with larger populations?

A: The goal and geographic design of the CBO Grant Program is to reach every county in the region and populations not reached by the advertising and media outreach components of the CCFC's Public Education Program. This program focuses on message and information delivery.

2 Q: Is educating 17 to 18-year-old future parents applicable?

A: The CCFC Community-Based Organization (CBO) Grant Program is designed to target new and expectant parents and caregivers from diverse backgrounds and abilities who are not reached through the advertising or media outreach components of the CCFC Public Education Program. Expectant parents are defined as an expectant woman and/or her partner.

3 Q: Can you explain what you mean by caregivers?

A: The RFP defines caregivers as:

- Child care providers without access to professional training/development
- Babysitters
- Foster parents
- Friends/neighbors
- Aunts/uncles
- Grandparents
- Older siblings
- Other family members

SCOPE OF WORK/PROGRAM SUPPORT

4 Q: If my organization chooses to address child safety and environmental health as part of our outreach program, are asthma and smoking the only issues we can address?

A: The regional message about Child Safety and Environmental Health is defined as:

- Preventative measures parents can take to keep their children safe
- How to recognize symptoms of asthma and access appropriate care
- The dangers of lead poisoning and importance of screening children at 1 and 2 years of age

In addition to selecting at least one regional message, each grantee will also need to deliver the overarching CCFC messages, which include the importance of brain development in the early years; read, talk and play with your children; the adverse effects of smoking during pregnancy and around babies and children, and the negative impact of alcohol and drug use during pregnancy.

- 5 Q: Can CCFC CBO Program outreach be part of an existing program or do proposed activities have to be new?**
- A:** The CCFC has obtained an advisory opinion from the Attorney General's office which states that Prop. 10 funds cannot supplant existing state, county or local funds; therefore, the funds must clearly expand the program. Following is the advisory opinion: "The definition of 'supplement' is to add or to augment something that currently exists, while 'supplant' is defined as taking the place of something. As used in the Act (the Children and Families Act of 1998), all moneys raised pursuant to the Act shall be appropriated and expended only to supplement existing levels of services. In contrast, the Act specifically prohibits appropriation and expenditures of such moneys to supplant state or local General Fund money. Further, moneys are prohibited to be used to fund any existing levels of service."
- 6 Q: Are we limited to the outreach messages defined in the RFP?**
- A:** Outreach messages for this program must focus on at least one of the regional messages in addition to the overarching CCFC messages.
- 7 Q: Can we develop messages on sleep deprivation, eating battles, discipline, etc.?**
- A:** This grant program is designed to fund grassroots outreach focusing on:
- Regional messages: Oral Health, Prenatal Care and Child Safety and Environmental Health and
 - Overarching CCFC messages: The importance of brain development in the early years; read, talk and play with your children; and the adverse effects of smoking during pregnancy and around babies and children, and the negative impact of alcohol and drug use during pregnancy
- Messages such as sleep deprivation, eating battles and discipline may be included in the proposal if the bidder feels that these messages would benefit its target audience. However, all outreach must be consistent with regional and overarching CCFC messages.
- 8 Q: What is the greater priority, the regional or overarching CCFC messages?**
- A:** Both the regional and overarching CCFC messages are of equal importance.
- 9 Q: Once CBOs are awarded, what type of technical assistance will the organizations receive?**
- A:** Once awarded, the CCFC Public Education Team will provide content and subject matter training to grantees to help them deliver approved messages to their constituents. Up to three staff members from each awarded CBO will be required to attend three to four one-day training sessions located in the region during the grant period. These sessions are designed to provide messages for use in contracted CBOs' projects as well as provide a venue for organizations to share information and project successes. Training sessions will be conducted regionally and local travel may be required for some CBOs. In addition, a Program Administrator from the CCFC Public Education Team will be designated to each awarded CBO to answer questions and provide direction and technical assistance throughout the grant period. See page five of the RFP.
- 10 Q: If a funded activity is part of a larger event, can other materials be handed out during that event?**
- A:** Yes. At larger events, outreach should include one-on-one interaction and not be limited to handing out brochures. It should also be appropriate in reaching parents and caregivers of children prenatal to five. It's incumbent upon the bidder to support the effectiveness of proposed outreach approaches in its community and to its proposed target audiences. The method of delivery for the CCFC CBO Program messages must be clear if it is coupled with a currently existing program.

However, bidders must note that CCFC CBO grants cannot be used to supplant existing program funding. The CCFC has obtained an advisory opinion from the Attorney General's office which states that Prop. 10 funds cannot supplant existing state, county or local funds; therefore, the funds must clearly expand the program. Following is the advisory opinion: "The definition of 'supplement' is to add or to augment something that currently exists, while 'supplant' is defined as taking the place of something. As used in the Act (the Children and Families Act of 1998), all moneys raised pursuant to the Act shall be appropriated and expended only to supplement existing levels of services. In contrast, the Act specifically prohibits appropriation and expenditures of such moneys to supplant state or local General Fund money. Further, moneys are prohibited to be used to fund any existing levels of service."

11 Q: Who are the Public Education Team members?

A: The Public Education Team is comprised of CCFC staff and associates from Rogers & Associates, BaumanCurry and Co. and Imada Wong Communications Group, the contract agencies responsible for the development and implementation of the CCFC Public Education Program.

12 Q: How do you select radio or television stations for your promotion?

A: The CCFC's CBO Program is not an advertising campaign. The RFP states that advertising, except to publicize events and activities associated with the bidder's program, is not allowed.

13 Q: Some organizations use public services announcements on radio and television. Is using them prohibited?

A: CBOs will not be awarded to conduct advertising or media outreach. The CCFC CBO Program is designed to reach parents and caregivers from diverse backgrounds who are not reached through the advertising or media outreach components of the CCFC Public Education Program. The CBO Program has been developed to ensure that these audiences have access to the information and services they need to endow children with the tools to succeed in school and later in life. The ultimate goal is to provide traditionally underserved new and expectant parents and caregivers with a mechanism to receive culturally and linguistically relevant information on early childhood development, as well as access to critical services by engaging respected community members they know and trust to deliver messages. Successful bidders will demonstrate their ability to effectively implement culturally and linguistically appropriate outreach approaches that facilitate interpersonal communication of CCFC messages and engage, inform and educate the target audience. Program activities could include but are not limited to one-on-one interactions, group activities, community events and other outreach approaches.

14 Q: What stations have you purchased advertising on so that we can distribute information to them?

A: Again, this is not an advertising or media outreach campaign. The CCFC Public Education Team has already launched a statewide campaign comprised of multicultural and multilingual advertising in TV, radio, print and outdoor mediums. In addition, the campaign also has a media outreach component focusing on press who reach diverse audiences and geographic areas to generate awareness of CCFC programs and issues on television, radio, newspapers, magazines and other print outlets.

15 Q: The RFP mentions one-on-one outreach methods but what about a meeting in a church where there is more than one person?

A: In defining one-on-one outreach, we mean talking face-to-face with target audiences about the messages in addition to providing leave-behind materials. If the bidder believes that a meeting with more than one person is an effective outreach method for its target audience and reaches new and expectant parents and caregivers of children ages prenatal to five, then it should be included in the proposal.

16 Q: Are you encouraging collaborative efforts?

A: Yes. As stated in the RFP, the program encourages collaborations between CBOs.

17 Q: Does a CBO have to focus on all program messages or can it focus on only one message (i.e., alcohol, drugs and tobacco)?

A: The RFP states that bidders must address at least one of the regional messages and all of the overarching CCFC messages. Bidders may be as broad or specific as is appropriate for their target audience.

18 Q: Has research been conducted to test effectiveness of the media campaign?

A: The current media outreach and advertising efforts are in their first of a three-year campaign. Evaluation has not been conducted yet.

19 Q: How are you evaluating success and outcomes?

A: At this time, funded projects will be evaluated on number of persons reached and activities conducted. Other evaluation methods are currently in development.

20 Q: Does the environmental safety message include information on exposure to pesticides? Would culturally appropriate materials my organization has used in the past require approval prior to receiving funding or after the grant is awarded?

A: The regional message about Child Safety and Environmental Health is defined as:

- Preventative measures parents can take to keep their children safe
- How to recognize symptoms of asthma and access appropriate care
- The dangers of lead poisoning and importance of screening children at 1 and 2 years of age

Additional materials can be provided with the application for consideration and approval. If the current materials do not meet the needs of reaching a bidder's particular target audience, the cost of CCFC material adaptation or the creation of new materials must be reflected in the bidder's budget summary for consideration. This should only be requested if the availability of such materials is essential to a bidder's effectiveness in outreaching to proposed audiences. These materials would be approved after a grant is awarded.

21 Q: As a non-profit community-based media organization, we are creating a Spanish language radio campaign that includes testimonials, educational messages and PSAs of original productions that we expect to broadcast to our affiliates in their respective communities. Will funding for this type of proposal be accepted?

A: Bidders must demonstrate that their project facilitates one-on-one communication with their stated target audience. Again, the CCFC's CBO Program is not an advertising campaign. The RFP states that advertising, except to publicize events and activities associated with the bidder's program, is not allowed.

22 Q: Will there be funding for a non-profit community-based media organization to distribute already produced Public Education Team materials to its affiliates?

A: Bidders must demonstrate that their project facilitates one-on-one communication with their stated target audience. Again, the CCFC's CBO Program is not an advertising campaign. The RFP states that advertising, except to publicize events and activities associated with the bidder's program, is not allowed.

OUTREACH MATERIALS

23 Q: Can we include estimated costs for translation of CCFC materials into Farsi and Hindu in our budget?

A: The CCFC will consider requests for additional in-language translations on a case-by-case basis. At this time bidders should list translation and production costs of materials in the budget summary for consideration. This should only be requested if the availability of such materials is essential to a bidder's effectiveness. All materials not provided by the CCFC Public Education Program must be approved prior to translation and production. The CCFC Public Education Team will also communicate to all awarded grantees availability of any new outreach materials to eliminate translation or production redundancies. Samples of the materials can be viewed on the CCFC Web site at www.ccfc.ca.gov.

24 Q: Should printing costs for new or adapted materials be included in the budget?

A: Yes.

25 Q: Will the State Commission consider oral health and integrated materials developed by a school of dentistry that have been proven effective, including print materials and videos?

A: Additional materials can be provided with the application for consideration and approval. If the current materials do not reflect the needs of a bidder's particular target audience, the cost of CCFC material adaptation or the creation of new materials must be reflected in the bidder's budget summary for consideration. This should only be requested if the availability of such materials is essential to a bidder's effectiveness in outreaching to proposed audiences.

26 Q: Can outreach include the use of our own materials or can we only use CCFC developed materials?

A: Additional materials can be provided with the application for consideration and approval. Materials can also be described in the application narrative, but it may be helpful to see the content of proposed materials. The CCFC Public Education Team will also communicate to all awarded grantees availability of any new outreach materials to eliminate translation or production redundancies.

27 Q: How can we use your materials for children with disabilities since they will need a lot of adaptation?

A: If the current materials do not meet the outreach needs of your particular target audience, the cost of CCFC material adaptation or the creation of new materials must be reflected in the bidder's budget summary for consideration. This should only be requested if the availability of such materials is essential to a bidder's effectiveness in outreaching to proposed audiences.

28 Q: Are there limits on the materials we can receive from CCFC?

A: The Public Education Team will make every effort to provide successful bidders with appropriate quantities of requested outreach materials.

29 Q: What languages are materials available in and can materials be translated to reach a community not currently covered by available languages?

A: Currently, brochures and informational sheets are available in English, Spanish, Korean, Chinese and Vietnamese; videos are available in English and Spanish. Translation and availability of additional language materials is currently being considered. The CCFC will consider requests for additional in-language translations on a case-by-case basis. At this time, bidders should list translation and production costs of materials in the budget summary for consideration. This should only be requested if the availability of such materials is essential to a bidder's effectiveness in outreaching to proposed audiences.

30 Q: Will bidders that develop additional materials be able to utilize the State printer to produce them?

A: Yes. If the current materials do not reflect the needs of a bidder's particular target audience, the cost of CCFC material adaptation or the creation of new materials, including production with the State printer, must be reflected in the bidder's budget summary for consideration.

GRANT AWARDS/GRANT TERMS

31 Q: What happens at the end of the funding cycle?

A: At this time, the CCFC has only authorized the CBO Program for the term stated. It is unknown at this time whether the CCFC will continue the program in the future.

32 Q: What is the average amount of grants?

A: There is no pre-determined grant award average. The average award amount will not be known until all proposals are reviewed and the Selection Panel makes its final decisions.

33 Q: What are the minimum and maximums for funding?

A: If a bidder is proposing to do outreach within one county, the minimum is \$10,000 and the maximum is \$75,000. If the bidder is proposing to do outreach within more than one county, the minimum is \$10,000 and the maximum is \$150,000.

34 Q: How many grants currently have been funded?

A: None. This is the first time that the CCFC has funded a CBO Program and the Sacramento and Bay Area Regions are the first to release their RFP. To date, neither has awarded any funds.

35 Q: What is the length of the contract?

A: The length of the contract is approximately 20 months beginning as soon as a grantee is notified and ending February 1, 2004.

36 Q: Does the contract period start on the May 17, 2002, award date?

A: The contract period begins when an organization is notified of their award and ends February 1, 2004.

37 Q: What if there are two CBOs in the same county that are applying for funds?

A: Both organizations can apply if they meet the qualifications specified in the RFP. It is probable that multiple CBOs will be funded in a county; however, we cannot confirm this until all proposals have been reviewed and the Selection Panel makes its final decisions.

38 Q: How much funding is allocated to the region for the CBO grants?

A: The CCFC CBO Grant Program will award \$12 million statewide. A total \$1,933,395 has been allocated to the Bay Area Region.

39 Q: Will grants be funded for the full amount requested?

A: We will not be able to determine how individual grants are awarded until all proposals have been reviewed and evaluated. Proposals will be evaluated on the feasibility and cost effectiveness of stated outreach efforts.

40 Q: Will the entire \$1,933,395 be awarded?

A: We anticipate awarding the entire \$1,933,395, however, we cannot confirm this until all proposals have been reviewed and the Selection Panel makes its final decisions.

GEOGRAPHIC REQUIREMENTS/OUTREACH COVERAGE

41 Q: How do you define conducting outreach within one county?

A: Organizations conducting outreach in any area within a particular county outlined in the Bay Area Region RFP is eligible to apply for the Bay Area CBO Grant Program.

42 Q: If the CBO is headquartered in the Bay Area but does not conduct its outreach within the Bay Area Region, are they eligible?

A: No. If the CBO does not conduct its outreach within the 11 counties that comprise the Bay Area Region, the organization does not qualify for this RFP. The Bay Area Region includes Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties. Bidders who conduct outreach outside of the Bay Area Region can reference Attachment D of the RFP application materials to determine the region in which their community is located and the availability date of the RFP for that region.

43 Q: Please explain how we can apply to serve more than one county.

A: This RFP applies to organizations with offices or chapters that conduct outreach within several counties in the Bay Area. The counties within the Bay Area Region are Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, Santa Clara, San Francisco, San Mateo, Solano and Sonoma. Organizations interested in conducting outreach to more than one county or throughout the entire region are encouraged to form collaborations; collaborations only need to submit one joint proposal.

BIDDER QUALIFICATIONS/APPLICATION INFORMATION

44 Q: How long should the budget be?

A: Bidders must develop budgets using the budget form provided in the RFP application materials.

- 45 Q: If an agency has already received a grant from a local commission, does it affect its eligibility to apply for this program?**
- A:** No. An agency that has received funding from a County Commission can apply for the CBO Grant Program. However, bidders must note that CCFC CBO grants cannot be used to supplant existing program funding. The CCFC has obtained an advisory opinion from the Attorney General's office which states that Prop. 10 funds cannot supplant existing state, county or local funds; therefore, the funds must clearly expand the program. Following is the advisory opinion: "The definition of 'supplement' is to add or to augment something that currently exists, while 'supplant' is defined as taking the place of something. As used in the Act (the Children and Families Act of 1998), all moneys raised pursuant to the Act shall be appropriated and expended only to supplement existing levels of services. In contrast, the Act specifically prohibits appropriation and expenditures of such moneys to supplant state or local General Fund money. Further, moneys are prohibited to be used to fund any existing levels of service."
- 46 Q: Do licensed childcare providers qualify for the RFP?**
- A:** Yes. Licensed childcare providers qualify for this funding.
- 47 Q: How much of the grant moneys will be awarded to San Francisco?**
- A:** There is no pre-determined amount by county within the Bay Area Region. The award amount that a particular county receives will not be known until all proposals are reviewed and the Selection Panel makes its final decisions.
- 48 Q: Can media outlets apply for funding?**
- A:** Only non-profit media outlets with current non-profit status under the regulations of the U.S. Internal Revenue Service qualify for funding under this program. Bidders must demonstrate that their proposed projects facilitate one-on-one communication with their stated target audience. Again, the CCFC's CBO Program is not an advertising campaign. The RFP states that advertising, except to publicize events and activities associated with the bidder's program, is not allowed.
- 49 Q: If we have a collaborative, how do we develop our budget?**
- A:** Budgets should be reflective of the outreach efforts for the entire collaborative.
- 50 Q: Do you have limits on personnel or indirect costs?**
- A:** There is no limit to costs directly associated with project implementation, including personnel. There is a 15% cap on indirect costs.
- 51 Q: If the CBO Outreach Program is to run approximately 20 months, do we submit a fiscal or calendar year budget?**
- A:** The RFP requests one budget for the entire 20-month grant period that should reflect costs associated with the bidder's entire proposed project.
- 52 Q: Should we write a narrative for each Scope of Work form?**
- A:** No. The RFP requires a total of two and one-half pages of narrative on methods to reach target audiences, organizational capabilities and capacity/current infrastructure for conducting outreach, and up to eight (8) Scope of Work forms, which detail proposed activities.

53 Q: My agency is a quasi-public agency, but we are tax-exempt. Are we qualified to apply for this RFP?

A: All bidders must have a current non-profit or other tax-exempt status under the regulations of the U.S. Internal Revenue Service. Public agencies **do** fall under the tax-exempt category. Please refer to Attachment A for IRS non-profit designations.

54 Q: The application forms are only available in Adobe. Are forms available in Microsoft Word so that they can be completed via computer?

A: No. It is the policy of the State of California that RFP documents cannot be made available in Microsoft Word format on the Internet. However, we have posted an interactive PDF version of the document on the CCFC Web site that allows users to complete the application forms via computer. This version of the document is available now and can be accessed at www.ccfc.ca.gov/rfp.htm.

SELECTION CRITERIA/PROCESS

55 Q: How are points awarded?

A: Proposals will be rated on Organizational Capability, Staffing, Program Impact, Appropriateness of Program Design and Budget.

56 Q: Who makes up the regional Selection Panel?

A: The Panel will be comprised of both County Commission staff and community representatives. The Selection Panel will have the knowledge and expertise necessary to fairly review bidder proposals and make selection decisions. Community representatives will be chosen from organizations not applying for funding. The CCFC Public Education Team will not make any selection decisions.

57 Q: How will you avoid conflict of interest in the Selection Panel?

A: Panelists will be screened for conflict of interest; panelists will not be affiliated with any proposals received for the region. The Selection Panel will be comprised of both County Commission staff and community representatives. The Selection Panel will also have the knowledge and expertise necessary to fairly review bidder proposals and make selection decisions. Community representatives will be chosen from organizations not applying for funding. The CCFC Public Education Team will not make any selection decisions.

58 Q: Will there be visits as part of the selection process?

A: As stated in the RFP, if the Selection Panel feels it is necessary, site visits could be part of the selection process.

OTHER

59 Q: What is the interaction between grantees and County Commissions?

A: Part of the training and technical assistance that Program Administrators will offer awarded organizations includes information on the work of County Commissions and how you can link your target audience to relevant local information, resources and services. The main contact person for awarded organizations will be a member of the CCFC Public Education Team.

60 Q: Will organizations be notified if they do not receive grants?

A: Yes. Organizations that are not awarded will receive notification.

61 Q: When did the advertising and media outreach campaigns begin?

A: The media outreach campaign began in 1999. The advertising campaign began in January of 2000.

62 Q: Is advertising reaching diverse communities?

A: Yes. The advertising campaign is a statewide, multicultural and multilingual effort and consists of TV, radio, print and outdoor ads. The program is implemented at the local level.

63 Q: To what extent should the local Prop. 10 Commission be involved in development of a bidder's proposal?

A: Prop. 10 County Commissions should not be involved in the development of a bidder's proposal nor can they receive any calls from bidders on the CBO Program.

64 Q: Are you going to make the list of bidder's conference attendees available in order to facilitate collaboration?

A: This RFP encourages collaboration. A listing of organizations that attended the bidders' conference follows on page 11.

**CCFC CBO PROGRAM: BAY AREA REGION BIDDERS' CONFERENCE ATTENDEES
(ORGANIZATION NAMES ONLY AS REGISTERED AT CONFERENCE)**

AHS	Helping Hands For Children
Aldea	House Of Unity
Asian Community Mental Health Services	Infant Toddler Consortium
Asian Perinatal Advocates	International Institute Of the East Bay
Asian Women's Resource Center	Jewish Family and Children's Services - Parents
Association of Children's Services	Place
Bay Area Academy-San Francisco State Unit	Jewish Family Services of the East Bay
Bay Area Community Resources	KCCEB
Bay Area Legal Aid	Keys to Life
California Partnership for Children	La Clinica de La Raza
California Rural Legal Assistance Inc.	Lake County Community Action Agency
CARECEN	Lao Family Community Development
Children's Council of San Francisco	Literacy for Environmental Justice
Children's Network of Solano County	Non-Profit Consulting
Choices for Children	OUR House of Unity
Clara-Mateo Alliance, Inc.	Partnership Health Plan of California
Collins Media Services	Pittsburgh Preschool & Community Council,
Community Child Care Council of Sonoma	Inc.
County	Planned Parenthood Shasta - Diablo
Community Health Education Institute	Radio Bilingue
Contra Costa Child Care Council	Robinson Rancheria Human Services
DJT Consulting Group	Department
East Bay Agency for Children (Fremont Healthy	Santa Clara Valley Health & Hospital Drug and
Start)	Alcohol Prevention Services
East Bay Community Foundation (Consultant)	SCDC
Easter Seals Northern California	SEACC
Edgewood Center for Children & Families	Second Start
Educational Message Services	St. Paul Community Development
Every Child Counts	Sutter Lakeside Community Services
Family Resource Network	Target Knowledge
Family Stress Center	The Perinatal Council
Garfield Charter & Early Learning Center	WCC Youth Service Bureau
Glide United Methodist Church Family, Youth	With Loving Care
and Children	Youth Employment Partnership
HC Council	